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CHRISTMAS
SEASON 2010

Marketing
Information
Inside!

Cardinal Tree Farms

Customer Handbook 2010



Cardinal Tree Farms Offers You:

- Top Quality Fresh Cut Fraser Fir Christmas Trees
- Wreaths and Garland in all Shapes and sizes
- Unsurpassed Customer Service and Care



North Carolina Fraser Fir

The Market is demanding more NC grown Fraser Firs each year ...Why?



- Families are continuing to find that Fraser Fir's resistance to shipping stress and temperature fluctuations, its excellent needle retention, its wonderful fresh-cut aroma and its deeper green color make it perhaps the nation's premier Christmas Tree.
- North Carolina has an estimated 50 million Fraser fir Christmas trees growing on over 25,000 acres.
- Fraser Fir represents over 95% of all species grown in North Carolina.
- The North Carolina Christmas tree Industry is ranked second in the nation in number of trees harvested.
- The North Carolina Fraser Fir Christmas tree is the most popular Christmas tree in North America and is sold in every state in the U.S. as well as the Caribbean Islands, Mexico, Canada, Bermuda, Japan and other points around the world.
- The North Carolina Fraser Fir has soft, pleasant-to-touch needles, incomparable needle retention, long lasting aroma, and more pliable yet stronger branches for even the heaviest of ornaments.
- For each North Carolina Fraser fir harvested, there is a least one transplant put back in its place.

REAL TREE

PLACE OF ORIGIN

- United States & Canada

METHOD OF PRODUCTION

- Farming
- Planting takes place January-May
- Estimated 40-45 million Trees planted in 2007 in North America
- Estimated 445 million trees Growing on farms in U.S.
- Tree farms support complex Eco-systems

COMPONENTS

- Plant Tissue
- 100% Biodegradable

PVC FREE?

- Yes

LEAD FREE?

- Yes

CHEMICALS

- No
- Scientists have measured cut Christmas trees for chemical Residue and not found any Significant amounts
- Many different bugs and fungi, And parasites can attack and Kill trees, so farmers may use Pesticides to keep consumers' Trees healthy and alive until Harvest
- Most pesticides are ground Applied

DISPOSAL

- Recycled
- Used trees can be recycled in A variety of ways
- Decomposing trees add nutrients burden Back into the earth

RENEWABLE RESOURCE

- Yes
- New trees are planted every year

VS. ARTIFICIAL TREE

- 85% from China
- Factory
- Raw materials sent to factory
- & assembled into final product
- Product is shipped to U.S. then distributed to stores
- Number of factories unknown
- Factories only consume natural resources
- Plastics and Metals
- Non-biodegradable
- No
- No (lead is used in the process Of making PVC plastic)
- Yes
 - PVC itself is a dangerous chemical
- Manufacture of PVC creates and disperses dioxins, the most toxic man-made chemical known
- Released into air or water, dioxins enter the food chain, Where they accumulate in Fatty tissues of animals and Humans, a potential risk for Causing cancer, damaging Immune functions and Impairing children's development
- Landfill
 - Fake trees can't be recycled and end up in landfills
 - All of accumulated fake trees are a to the environment indefinitely
- No
- Petroleum, used to make plastic, is a Non-renewable resource, as are metals

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The Real Story Behind Cardinal Tree Farms

In the Beginning...

Cardinal Tree Farms Began in the early 1960s when growing Christmas trees as a profession was almost unheard of in the mountains of North Carolina. However, some local farmers such as my father, Paul Poe, began to experiment with growing Fraser Fir Christmas trees in a structured manner. After selling his first crop in 1972, he began to transition his successful Pole Bean operation into a first rate Christmas tree production. In 1991, after graduating from college, I joined my father in producing top quality Christmas trees. We have continued to plant and sell more trees each year, but continue to stay family-owned and operated allowing us to focus on freshness and quality that is unsurpassed. Over the past 50 years we have supplied our customers with memories and traditions that will last a lifetime.



Owner —Mitchell Poe



Real Tree Facts

- There are approximately 25-30 million Real Christmas Trees sold in the U.S. every year.
- Approximately 330,000 Real Christmas Trees are sold via e-commerce or catalogue and shipped mail-order.
- North-American Real Christmas Trees are grown in all 50 states and Canada. Eighty percent (80%) of artificial trees are manufactured in China.
- Real Trees are a renewable, recyclable resource. Artificial trees contain non-biodegradable plastics and possible metal toxins such as lead.
- Consumers can locate the nearest recycling program by logging onto www.realchristmastrees.org or calling 1-800-CLEANUP.
- For every Real Christmas Tree harvested, up to 3 seedlings are planted in its place the following spring.
- There are about 500,000 acres in production for growing Christmas Trees in the U.S. Each acre provides the daily oxygen requirements of 18 people.
- There are about 21,000 Christmas tree growers in the U.S., and over 100,000 people employed full or part-time in the industry.
- It can take as many as 15 years to grow a tree of average retail sale height (6-7 feet) or as little as 4 years, but the average growing time is 7 years.
- The top Christmas tree producing states are Oregon, North Carolina, Michigan, Pennsylvania, and Wisconsin.

TREE CARE TIPS TO PASS ON TO YOUR CUSTOMERS

- Once you are home and a fresh cut has been made on the bottom of your tree, place it in water as soon as possible. Most species can go 6-8 hours after cutting the trunk and still take up water. Don't bruise the cut surface or get it dirty.
- To display the trees indoors, use a stand with an adequate water holding capacity for the tree. (At least one gallon of water) The average 6-foot tree has a 4-inch diameter trunk, and can consume as much as 4 quarts or 1 gallon of water per day.
- The temperature of the water used to fill the stand is not important and does not affect water uptake.
- Check the stand daily to make sure that the level of water does not go below the base of the tree. With many stands, there can still be water in the stand even though the base of the tree is no longer submerged in water.
- Do not use additives in the water, including floral preservatives, commercial tree preservatives, molasses, sugar, bleach, soft drinks, aspirin, honey, and other concoctions. Clean water is all that is needed to maintain freshness.
- Displaying trees in water with proper care is the most effective way of maintaining a tree's moisture.
- Monitor the tree for freshness. After Christmas or if the tree is dry, remove it from the house.
- Remove tree from your home promptly after Christmas and recycle it



Marketing Tips to Help You Run A Successful Retailing Christmas Tree Business!

- Location, Location, Location (where you have a choice-traffic, visibility, space)
- Easy Traffic flow
- Adequate parking and Adequate Help!
- Have Plainly Visible Signs
- Have Good Lightning
- Have a Stand-Straight Tree Display System and Display in Water
- Have an All-Weather Walking Surface
- Fill Vacant Spots as Tree Are Sold
- Have a Protected Place for Transactions
- Have Protected Tree Storage, Use Natural Shade if Available
- Top Notch Customer Service: (Fresh Cuts, Net Baling, Loading, Education ([see page 7](#)), Products, People)
- **It's a Tree Business and a People Business**
 - First, have the Tree the customers want**
 - *Quality appearance
 - *Fresh!!
 - *The size they want
 - Then, Provide an experience that will bring them back**
 - *Service (fresh cut, netting, loading tree)
 - *Convenient (access, parking, help, lighting)
 - *A fuller experience (other products & activities)

Fraser Fir Christmas Trees	SIZE	PRICE
Grade 1/ Premium Quality	Table Top /2'-3' 4'-5' 5'-6' 6'-7' 7'-8' 8'-9' 9'-10' 10'+	\$12.00 \$14.00 \$18.50 \$24.00 \$29.00 \$42.00 \$60.00 Call For Availability and Price

Fraser Fir Christmas Trees	SIZE	PRICE
Grade 2 Quality (Commercial Grade)	5'-6' 6'-7' 7'-8' 8'-9' 9'-10' 10'+	\$14.50 \$18.50 \$23.00 \$32.50 \$48.50 Call For Availability and Price

Fraser Fir Christmas Trees	SIZE	PRICE
Grade 3 Quality	6'-8' 8'-9'	\$15.00 \$22.00

Terms and Conditions

A 25% deposit is required to hold all orders and balance is due 10 days prior to shipment, unless other arrangements have been made with the grower. Cardinal Tree Farms will try to fill all orders as is, and if arranging shipments, to have trees delivered as close as possible to delivery date. We cannot be held liable to furnish trees as a result of conditions beyond our control.

ALL PRICES ARE FOB ASHE COUNTY, N.C.

PRICE LIST FOR WREATHS 2010 CHRISTMAS SEASON

Wreath Size	Number In Bundle	Finished Diameter	Price Each
10"	6	16"-20"	\$ 6.75
14"	6	20"-24"	\$ 7.75
18"	3	24"-28"	\$ 9.75
24"	3	30"-36"	\$14.75
30"	2	36"-42"	\$22.75
36"	2	42"-48"	\$36.75
48"	1	54"-60"	\$50.75

* This is Single Faced Pricing Only

Price List For Garland 2010 Christmas Season

TYPE	SIZE	PRICE
White Pine	25'	\$ 6.00
White Pine	75'	\$ 13.00
White Pine Extra Heavy	75' (20-21 lbs)	\$ 14.00
Fraser Fir	25'	\$ 10.00
Fraser Fir	50'	\$ 16.00
Fraser Fir	75'	\$ 23.00
White Pine / FF Mixed	25'	\$ 11.00
White Pine / FF Mixed	75'	\$ 24.00

* FF Boughs in Bulk are Available Please Call For Pricing



FF Garland



FF/WP Mixed



WP Garland

